CASE STUDY

Partners in Interface Progress

"Today, we receive about 83 percent of our travel agent business through our computer networks," says Radisson's Heintzeman.

The man in charge of technology for Radisson Hotels International enjoys the partnership the chain has forged with WizCom International.

"Working with WizCom to jointly develop industry-leading capabilities has made WizCom a good technology partner," says Scott B. Heintzeman, Radisson's vice president of worldwide reservation and information services. "We will work with WizCom to enable consumers to have access to Radisson's inventory via the World Wide Web."

Think of WizCom as a translator and interpreter. Its software provides the interface that connects global distribution systems, or GDSs, and their formats into a single format that can be processed by Radisson's reservation system. That became significantly easier when Radisson and WizCom, in conjunction with Galileo International, developed the Type S interface to GDSs.

"Before development of Type S, travel agents could only shop the database of the GDS and hotel companies could only display a limited amount of product in the GDS database, so travel agents couldn't see the full array of products and services," Heintzeman says. "With a Type S interface, the travel agent can bypass the database of a GDS and work directly on Radisson's database—or any other."

"From a distribution standpoint, Radisson has the desire to be at the forefront of technology," says Larry Franklin, WizCom's vice president and general manager. **Circle 369.**

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